MEMORANDUM

February 13, 2009

TO: Patrick Lacefield, Director, Public Information Office (PIO)
                  Chris Voss, Office of Emergency Management and Homeland Security (OEMHS)
                  Steve Emanuel, Chief Technology Officer, Department of Technology Services (DTS)

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: Public Information Office Strategic Communications Planning

The following items were identified for follow-up during the 2/13/2009 CountyStat meeting:

1.   <u>Develop a memorandum of understanding between Fire & Rescue Services, Police, and the Public Information Office that guides communication protocols.</u>
        Responsible parties: PIO
        Other parties involved: CountyStat
        Deadline: 3/27/2009

2.   <u>Construct a map of existing communications practices throughout the County in an effort to streamline practices and provide greater cross-department collaboration.</u>
        Responsible parties: PIO
        Other parties involved: CountyStat
        Deadline: 3/27/2009

3.   <u>Determine method for increasing subscribership to Alert Montgomery by inventorying current methods employed across the County that gather resident contact information.</u>

        <u>Report on the status of Alert Montgomery subscribership through CountyStat performance dashboard.</u>
        Responsible parties: PIO, OEMHS, DTS
        Other parties involved: CountyStat
        Deadline: 3/27/2009

4.   <u>Draft protocols for alerting the public during an emergency in order to assure that messaging the goes out is complete, accurate, and necessary.</u>
        Responsible parties: OEMHS, PIO
        Other parties involved: CountyStat
        Deadline: 3/27/2009

5.   <u>Determine the feasibility of integrating the County Issue Management System (CIMS) into the daily workflow processes of the PIO.</u>
        Responsible parties: PIO, DTS
        Other parties involved: CountyStat
        Deadline: 3/27/2009

cc: Timothy Firestine, Chief Administrative Officer
           Fariba Kassiri, Assistant Chief Administrative Officer